

## Message Text

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PAGE 01 THE HA 00700 081528Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W  
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R 081444Z FEB 77  
FM AMEMBASSY THE HAGUE  
TO SECSTATE WASHDC 9842  
USDOC WASHDC  
INFO AMEMBASSY LONDON

UNCLAS THE HAGUE 0700

USDOC FOR PETER B. FIELD, OIM/BIC/DIBA

E.O. 11652: NA  
TAGS: BEXP NL  
SUBJECT: OFFSHORE INTERNATIONAL 1976, BIRMINGHAM, ENGLAND,  
DECEMBER 7-10, 1976.

REF: (A) LONDON A-04, (B) 76 THE HAGUE 6744, (C) 76 LONDON  
14739, (D) 76 THE HAGUE 5041

1. WE READ WITH INTEREST COMPREHENSIVE REPORT ON US PARTICIPATION IN SUBJECT EXHIBITION ( REF A). WE BELIEVE ADDITIONAL INFORMATION ON TWO ITEMS IN THE REPORT MIGHT BE USEFUL.
  2. REGARDING OVERSEAS VISITORS (PAGE 2 OF REPORT) WE THINK DUTCH ATTENDANCE WAS VERY SUBSTANTIAL. WITH EXCELLENT COOPERATION OF US PAVILION TEAM, WE ORGANIZED AND CO-SPONSORED GROUP FLIGHT, WITH EMBASSY ESCORT, OF SEVENTY DUTCH BUSINESSMEN TO OFFSHORE INTERNATIONAL, VIRTUALLY ALL OF WHOM VISITED US PAVILION. IN ADDITION, AT LEAST THIRTY DUTCH BUSINESSMEN WENT TO EXHIBITION AND VISITED US PAVILION INDEPENDENTLY.
  3. WE BELIEVE THAT THE ORGANIZERS OF THE PLANNED 1978 OFF-  
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- SHORE EXHIBITION IN LONDON -- IPF AND THE AMERICAN SOCIETY OF PETROLEUM ENGINEERS -- HAVE SOMEWHAT EXAGGERATED WHEN THEY INDICATED THAT THIS EVENT WOULD BE QUOTE THE FIRST TRULY INTERNATIONAL SHOW OUTSIDE OF HOUSTON UNQUOTE (PAGE 14 REF A).
4. OUR KNOWLEDGEABLE SOURCES HAVE CONFIRMED THAT PETROTECH

'76, AMSTERDAM, WAS THE LARGEST AND MOST COMPREHENSIVE INTERNATIONAL EXHIBITION IN EUROPE FOR OIL, GAS, PETROCHEMICAL, AND OIL RELATED ACTIVITIES. PETROTECH '78 WILL BE SUBSTANTIALY EXPANDED BECAUSE OF INCREASED EXHIBITOR DEMAND AND GROWING INTEREST OF DUTCH AND INTERNATIONAL BUSINESS COMMUNITY.

5. PETROTECH, WHICH COVERS BOTH THE ONSHORE AND OFFSHORE ASPECTS OF THE PETROLEUM INDUSTRY, IS SPONSORED BY THE FEDERATION OF EUROPEAN PETROLEUM EQUIPMENT MANUFACTURERS, TO WHICH THE NATIONAL ORGANIZATIONS OF BELGIUM, FRANCE, WEST GERMANY, ITALY, THE UK, AND THE NETHERLANDS ARE AFFILIATED. IN 1976 THERE WERE 248 EXHIBITORS REPRESENTING 499 FIRMS AT PETROTECH. 105 OF THE EXHIBITORS (42 PERCENT) WERE FROM 14 COUNTRIES OUTSIDE THE NETHERLANDS. FURTHERMORE, APPROXIMATELY THIRTY PERCENT OF THE 9,750 VISITORS TO PETROTECH '76 CAME FROM CLOSE TO FIFTY COUNTRIES OTHER THAN THE NETHERLANDS, INCLUDING VIRTUALLY EVERY COUNTRY IN WESTERN EUROPE, NORTH AMERICAN AND THE MIDDLE EAST, AND SEVERAL COUNTRIES IN EASTERN EUROPE, AFRICA AND ASIA RESPECTIVELY. THE TECHNICAL SEMINARS HELD IN CONJUNCTION WITH THE EXHIBITION ATTRACTED MORE THAN 1,500 PROFESSIONAL PARTICIPANTS. THE NET EXHIBITION SPACE SOLD IN 1976 WAS 10,000 SQUARE METERS AND THE MANAGEMENT EXPECTS TO SELL 25 TO 50 PERCENT MORE SPACE FOR THE 1978 EVENT (ACCORDING TO PETROTECH MANAGEMENT, ALREADY MORE THAN 9,000 SQUARE METERS HAVE BEEN PURCHASED BY EXHIBITORS, 15 MONTHS BEFORE THE OPENING DATE).

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